

9/1/08

The WHALE TAILSM License Plate Design Contest – Guidelines and Entry Form

The purpose of the WHALE TAILSM License Plate Design Contest is to provide a new image for the Coastal Commission's WHALE TAILSM License Plate.

The WHALE TAILSM License Plate is one of the most popular specialty plates in California. It is sold through the California Department of Motor Vehicles (DMV) for vehicles registered in California. A portion of the funds from plate sales and renewal fees support the California Coastal Commission's educational programs including California Coastal Cleanup Day, the Adopt-A-Beach Program, and our WHALE TAILSM Grants Program. These grants go to a wide range of marine education and coastal restoration programs throughout California. Funds also go to the State Coastal Conservancy, which has used the funds to enhance coastal access, and to the Environmental License Plate Fund for a variety of environmental programs.

CONTEST GUIDELINES

1. The WHALE TAILSM License Plate Design Contest is open to all. (California Coastal Commission employees are not eligible to enter the contest).
2. All submissions must include an entry form, which includes a signed Consent, Waiver of Liability, Indemnity and Release form. Among other things, the Consent form states that the entrant gives the Coastal Commission nonexclusive rights to use the design in perpetuity for no fee.
3. The design must include a whale tail, which may be the central feature or part of a broader California coastal motif.
4. Each entrant may submit multiple original designs. Each individual submittal must have an entry form affixed to the back.
5. All designs submitted must be the submitter's original work.
6. Any artistic media including photography, painting, digital art, graphic design, are permissible – the key is that the artwork must translate into a California license plate. If submitting digital artwork or photography, you must include a CD with the image (at a minimum of 300 dpi) in addition to a print. For all other media, you must submit the original artwork. The Commission will make digital images of all finalists.
7. The image area of all entries must be 11 3/8 inches wide by 5 3/8 inches high and **per the design template included with the entry package**. *Note that the template image is 50% of the actual license plate size; all dimensions shown are actual size measurements.*
8. **Tips:** Keep in mind the many constraints of a license plate design (as shown on the template) – the dark blue letters/numbers, the word "California" across the top in red, the registration stickers, and the words "Protect Our Coast & Ocean" in white at the bottom – all will obscure portions of the design. In addition, the license plate elements need to be visible from a distance, so the colors behind them should contrast with the colors of the element. For example, if red is used behind the word California, the word will be obscured. In particular, California Highway Patrol must be able to see the dark blue plate numbers/letters, so they cannot be obscured by the license plate design. *In addition to artistic merit, the judges will be looking for how well the design will translate to an attractive, viable license plate.*
9. All entries must be postmarked or hand-delivered by 5pm on January 15, 2009. The California Coastal Commission is not responsible for entries that are late, damaged, or lost in the mail.
10. If you would like to have your artwork returned to you after the contest is over, please include a self-addressed envelope of the correct size, with adequate postage affixed. *Entries that do not include a self-addressed stamped envelope at the time of submittal will not be returned.*

Mail entry(ies) and entry form(s) (and self-addressed stamped envelope if desired) or hand-deliver by the postmark deadline of 5pm on January 15, 2009 to:

WHALE TAILSM LICENSE PLATE DESIGN CONTEST
CALIFORNIA COASTAL COMMISSION
45 FREMONT STREET, SUITE 2000
SAN FRANCISCO, CA 94105
1-800-COAST4U coastforyou@coastal.ca.gov

WHALE TAILSM License Plate Design Contest

ENTRY FORM

PLEASE USE A PEN AND PRINT CLEARLY. A signed entry form must be attached to each design submitted. Entries must be postmarked or hand-delivered by 5pm, January 15, 2009.

Name _____

Address _____ City _____ Zip Code _____

Home phone _____ Work phone _____ Cell phone _____

Email address _____

If entrant is a minor, include the parent or guardian’s contact information above, and write the minor’s name and age here:

Name _____ Age _____

Artistic media used: _____

Number of submissions: _____

CONSENT, WAIVER OF LIABILITY, INDEMNITY AND RELEASE

I, _____, irrevocably grant to the CALIFORNIA COASTAL COMMISSION and its [name of submitter] employees, officers, agents and assigns (hereinafter referred to as “RELEASED PARTIES”), the exclusive, royalty-free, perpetual and worldwide right and permission to use, reproduce, adapt, and display the original artwork that I have submitted to the California Coastal Commission (“artwork”), on or in connection with license plates and marine conservation or educational programs, and the non-exclusive, royalty-free, perpetual, worldwide right to use, reproduce, adapt, and display the artwork in any and all media, for any purpose whatsoever. In connection with the foregoing license, I agree not to use, reproduce, adapt, or display the artwork, or allow others to do so, in a manner that tends to subject the Whale Tail license plate or the Whale Tail program to ridicule, disparagement, mockery, satire, or that could tarnish the image of the Whale Tail license plate or Whale Tail program. I understand and agree that the California Coastal Commission can file applications to register trademark(s) or service mark(s) that incorporate the artwork in connection with license plates and marine conservation and educational programs. I hereby release and discharge the California Coastal Commission from any and all claims and demands arising out of or in connection with the use of the original artwork, including without limitations any and all claims for libel or invasion of privacy. The California Coastal Commission maintains the exclusive right to declare no winner if no design that meets the Commission’s needs is found. The California Coastal Commission assumes no responsibility for lost or damaged artwork. The California Coastal Commission may sell, assign, license, or otherwise transfer all rights granted to it hereunder. This release shall be binding upon me and my heirs, legal representatives, and assigns. I further release the California Coastal Commission from any responsibility for injury incurred during the research or production of the original artwork. If the submittal is a photograph(s), I warrant that I photographed it from public property and maintained a safe distance from marine mammals as outlined in the “California Coastal Commission 2008 Photo Contest – Entry Guidelines & Information” (found at <http://www.coastal.ca.gov/publiced/photos/phguide.pdf>).

I declare and avow that the artwork I am submitting to the California Coastal Commission’s Whale Tail License Plate Design Contest is(are) my own original work in all respects. I am the sole and exclusive owner of

WHALE TAIL SM LICENSE PLATE TEMPLATE

Note: The scale of the license drawing is 50% of the actual license plate size.

All dimensions are actual size measurements

